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" A STUDY OF CONSUMER BUYING BEHAVIOUR REGARDING GREEN MARKETING PRODUCTS : A SPECIAL REFERENCE TO LATUR DISTRICT "

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Submitted by

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INTRODUCTION :

According to the American Marketing Association, Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including Product modification, Changes to the production process, Packaging changes, as well as Modifying advertising.

Green Marketing refers to the process of selling products and/or services based on their Environmental benefits. Such a product or service may be environmentally friendly in it or Produced and/or packaged in an environmentally friendly way.

We all know that the resources on this earth are limited and human wants are unlimited. Therefore it is important for the marketers to utilize resources efficiently without waste as well as to achieve the objectives of the organisation. There is a growing interest among the consumers all over the world regarding protection of environment. World wide evidence indicates that people are concerned about the environment and are accordingly modifying their behaviour. Green marketing has emerged as a result of this and it speaks of a growing market for sustainable and socially responsible products and services.

Mr. J. Polonsky, Green Marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment."

Green Marketing involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

Green marketing also known as environmental marketing involves a range of activities including product modification changes in production process, changes and modifications in packaging as well as modifying advertising. As defined by Tapan K. Panda "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on natural environment**".**

REVIEW OF LITERATURE :

Green marketing, also known as environmental marketing or sustainability marketing, involves promoting environmentally friendly products or services to consumers. The focus is on developing and promoting products or services that have minimal impact on the environment, are energy efficient or renewable, and promote sustainability. The impact of green marketing has been studied by scholars and researchers around the world. Here is a review of some of the literature on the subject:

1. **Prof. Sanjit Kumar Dash author of Green Marketing: Opportunities &Challenges** has mentioned that all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment. The evolution of green marketing involves (three phases) from this article. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

2. **K.K.Shrivastava & Sujata Khandai, the author of Consumer Behaviour in Indian Context**, has discussed green marketing legislation in association with the multinational corporations. These face a growing variety of legislation designed to address environmental issues. Global concern for the environment extends beyond industrial pollution, hazardous waste disposal and rampant deforestation to include issues that focus directly on consumer products.

3. **Debraj Dutta and MahuaDutta, of Marketing Management**, have given an explanation of what is green marketing. According to the authors green marketing incorporates a broad range of activities including the modification of product, production process and packaging. The authors have also discussed a few literature sources that have focused on green marketing and its relevance in today's era. It was evident that the possible reasons because of which organizations engage in green marketing.

4. In accordance with the **Strategic Marketing - Brand Development and Green marketing** the brand image is derived from marketing strategy. We can develop the brand identity and mold the company's image within the framework of the strategic marketing plan. This strategy and design teams develop the marketing communications materials around maintaining a positive, distinctive, and consistent brand image in the marketplace.

5. According to the **American Marketing Association**, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification changes to the production process, packaging changes, as well as modifying advertising. It could be concluded that defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. As we know that the emerging greenhouse gas reduction market can potentially catalyze projects with important local environmental, economic, and quality-of-life benefits. The Kyoto Protocol's Clean Development Mechanism (CDM), for example, enables trading between industrial and developing nations, providing a framework that can result in capital flows to environmentally beneficial development activities.

6. **Gupta & Ogden** (2009) stated that purchasing of green products depends on certain individual characteristics as like reference groups, trust in others, and success of green products and cost of cooperation to the individual. Green product success depends on consumer tendency and understanding of green marketers for individual factors to encourage the cooperation.

THE IMPORTANCE OF GREEN MARKETING :

1. Green marketing helps raise awareness about environmental issues and encourages consumers to make more sustainable choices.

2. By promoting eco-friendly products and practices, companies can differentiate themselves from their competitors and appeal to consumers who are increasingly seeking out environmentally responsible products and services.

3. It can also help companies reduce their environmental impact by promoting products and practices with a lower carbon footprint or recycled materials.

4. Companies that are seen as environmentally responsible can benefit from increased customer loyalty and a positive brand reputation.

5. By embracing sustainable practices and promoting them through marketing campaigns, companies can help to drive positive change and contribute to a more sustainable future.

OBJECTIVES:

1. To study the awareness of consumers with respect to green marketing.

2. To find the willingness of the consumers to pay more for green products.

3. To find out awareness about eco-friendly or green products.

4. Effect on Company brand image and sales by adopting a green marketing strategy.

HYPOTHESIS:

1. Consumers are aware about green marketing.

2. Consumers are willing to pay more for eco-friendly products.

3. Relationship between education, and occupation concerning green marketing.

4. There are sufficient opportunities for green marketing and green products in cities.

A tentative insight into the natural world, a concept that is not yet verified but that if true would explain certain facts or phenomena.

HOW TO IMPLEMENT GREEN MARKETING :

Implementation of practices of green marketing not only by firms and also individuals can follow. These are the some of the ways to follow green marketing practices are:

- Through website for advertisements.
- Use green printing for product manuals.
- Choose 100% recycled printer paper.
- Go with green clothing.
- Rethink your package and recyclable package paper,
- Green delivery and better use cycle for courier in near area.
- Send electronics proof.
- Eco business card (Visiting card).

METHODOLOGY OF STUDY:

Both primary data and secondary data has been used for the research paper.

1. Primary Data

This includes questionnaire survey of people from the study area.

2. Secondary Data

Various published articles from journals, books, internet websites.

OVERVIEW OF GREEN MARKETING

1. Characteristics

2. Benefits of Green Marketing

3. Adoption of the Firms of Green Marketing

4. Challenges of Green Marketing

5. Green Marketing Mix

6. Golden Rules of Green Marketing

7. How to Implement Green Marketing

8. 7 Steps to Implement Green Marketing

7 STEPS TO IMPLEMENT GREEN MARKETING

In generally the implemented green marketing in business is more ways even though there are 7 steps to implement green market. These are the 7 steps to implement green marketing for their business:

1. Reduce your printing habits

2. Print on both sides of the paper

3. Use recycled, post-consumer paper

4. Go digital when possible,

5. Shy away from ineffective marketing programs.

6. Reduce unnecessary product packaging.

7. Use alternative sources of energy.

SAMPLE SIZE :

The sample size will be 100-200 customer each. Data are collected by using questionnaire and interview.

Green Consumer

A green consumer is one "Who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost."

According to Jacquelyn Ottman of J. Ottman Consulting, green consumers seek out the following when making purchase decisions:

Green consumers want to know how raw materials are procured and where they come from, how food is grown, and what their potential impact is on the environment once they land in the trash bin.

Green consumers patronize manufacturers and retailers they trust and boycott the wares of suspected polluters.

Green consumers often do not have the same consumptive spending patterns as the mass consumer.

SCOPE OF THE STUDY :

The aim is to find out the awareness of green marketing among consumers and how educated consumers behave concerning green products.

It also helps understand the decisions made by the consumers while purchasing green products and their willingness to pay.

NEED OF THE STUDY

Economic growth via production and consumption threatens the peaceful life of human beings on earth. Green marketing is an attempt to protect consumer welfare and the environment (nature) through the production, consumption, and disposal of eco-friendly products.

However, finding awareness about the concept of green marketing in consumers is essential for evaluating the future scope of green marketing.

There is an impact on the relationship between educational qualification and awareness of green products that includes the knowledge of the production process, product packaging, and ingredients of the product. When choosing any

product, the consumer should be aware of the environmentally friendly green product.

As society becomes more concerned about the natural environment when ill effects of environmental degradation are experienced by society. for this, concerned companies are more likely to adopt the green marketing concept and these green marketing strategies help to improve the brand image of the companies.

Why Green Marketing?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly.

The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product.

There are basically five reasons for which a marketer should go for the adoption of green marketing. They are:

1. Opportunities or competitive advantage

2. Corporate social responsibility (CSR)

3. Government pressure

4. Competitive pressure

5. Cost or profit issues

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